

# Local Strategic Planning for Tobacco Control

## Why do Strategic Planning for Tobacco?

- In the next four years we expect “full funding” for tobacco prevention in WA State. This creates a window of opportunity to plan ahead and focus on sustainable outcomes (policy and systems change).
- Strategic planning creates a vehicle to engage community stakeholders and strengthen community partnerships.
- Local strategic plans will give a framework of longer-term goals and outcomes to guide annual work plans. Focusing activities to achieve specific outcomes will help get the most out of limited resources.

## What we are asking local contractors to do? (Community Organizations, ESDs, Priority Population Groups & Large Tribes)

The TPC program provided a series of two-day contractor trainings on how to construct a three-year strategic plan. This planning process includes the following components:

- Assessment
  - Using local data provided by TPC program
  - Using capacity assessment tools previously provided by program
  - Collecting input and using information from local stakeholders
- Setting priorities and objectives
  - Using a framework of indicators for local TPC provided by DOH that help local programs focus on things they can achieve (i.e., “local school-based tobacco prevention policy” instead of “prevention”). *In order to achieve sustainable change, DOH is encouraging priorities and objectives related to systems and policy change.*
  - Prioritization of indicators
  - Setting objectives for prioritized indicators – these objectives should include policy outcomes whenever possible
  - No requirement for number of priorities/objectives – this should be determined by the agency/organization based on resources
- Evaluation
  - Creating a plan to measure objectives
  - Use existing evaluation capacity (state surveys, CATALYST)
- Process Documentation
  - Identification of community stakeholders & affiliation for planning group
  - Description of how stakeholders were involved throughout assessment, planning, evaluation (and their future roles)

**What are other requirements?**

The final version of the plan, due to TPC by 12/31/04, should be community-friendly, and include a letter of support from organization's administrator that indicates:

- Acknowledgment that the plan was developed with community support and based on good information (from assessment)
- Agreement that he/she will use the plan to guide priorities and work of the organization related to TPC for the next 3 years
- Commitment to personally and organizationally support the community to achieve objectives described in the plan

**How is DOH supporting local planning?**

Technical assistance is available throughout the planning process. DOH will provide a county specific data book, on-site support to assist in convening and facilitating community meetings, consultation on planning and data questions, and anything else to make this effort successful.

**What are potential benefits for communities?**

- Clarify commitment by LHJs and community partners in mobilizing against tobacco and reach agreement of specific outcomes
- Increase collaboration and clarify roles between lead community organizations
- Make the best use of limited funding
- How to appropriately address priority populations (creating capacity for 'equal opportunity programs')
- Focus on "policy" and systems change will lead to sustainable practices and community norms

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